

# Hair Care Products Market in Switzerland 2021

<https://marketpublishers.com/r/H84116356382EN.html>

Date: January 2022

Pages: 17

Price: US\$ 550.00 (Single User License)

ID: H84116356382EN

## Abstracts

Hair care products are those that help to control the properties and behavior of the hair so that it can be maintained in a controlled and desirable manner. The hair care products market in Switzerland is poised to grow by US\$ 65 million during 2021-2027, progressing at a CAGR of 2.2% during the forecast period, according to data and analytics company StrategyHelix. Continuously rising per capita disposable income levels, increasing adoption of a modern approach to grooming practices, increasing cases of hair loss among men, coupled with the rising prevalence of scalp disorders and hair loss are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for hair care products. The Switzerland hair care products market is segmented on the basis of price range, product, and distribution channel. By price range, the hair care products market in Switzerland has been segmented into prestige product, mass product. In 2020, the mass product segment made up the largest share of revenue generated by the hair care products market. Based upon product, the hair care products market in Switzerland is categorized into shampoos, hair colorants, conditioners, perms and relaxants, styling products, hair loss treatments, salon hair care. The shampoos segment was the largest contributor to the Switzerland hair care products market in 2020. On the basis of distribution channel, the hair care products market in Switzerland has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The conditioners market is further segmented into traditional conditioners, and intensive conditioners. Among these, the traditional conditioners segment was accounted for the highest revenue generator in 2020. Furthermore, the styling products market has been categorized into hairsprays, hair mousses, hair gels, and others. The hairsprays segment captured the largest share of the market in 2020 and is expected to maintain its dominance during the forecast period. The shampoos market is further divided into

standard shampoos, 2-in-1 shampoos, medicated shampoos, and others. According to the research, the standard shampoos segment had the largest share in the hair care products market in Switzerland.

The report also includes the profiles of leading companies such as L'Oreal S.A., Henkel AG & Co. KGaA, The Procter & Gamble Company, Beiersdorf AG.

#### Report Scope

Price range: prestige product, mass product

Product: shampoos, hair colorants, conditioners, perms and relaxants, styling products, hair loss treatments, salon hair care

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Switzerland hair care products market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

## Contents

### **PART 1. INTRODUCTION**

Scope of the study  
Study period  
Geographical scope  
Research methodology

### **PART 2. HAIR CARE PRODUCTS MARKET OVERVIEW**

### **PART 3. MARKET BREAKDOWN BY PRICE RANGE**

Prestige product  
Mass product

### **PART 4. MARKET BREAKDOWN BY PRODUCT**

Shampoos  
Hair colorants  
Conditioners  
Perms and relaxants  
Styling products  
Hair loss treatments  
Salon hair care

### **PART 5. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL**

Supermarkets & hypermarkets  
Specialty stores  
Online retailing  
Others

### **PART 6. KEY COMPANIES**

L'Oreal S.A.  
Henkel AG & Co. KGaA  
The Procter & Gamble Company  
Beiersdorf AG

About StrategyHelix

Disclaimer

## I would like to order

Product name: Hair Care Products Market in Switzerland 2021

Product link: <https://marketpublishers.com/r/H84116356382EN.html>

Price: US\$ 550.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H84116356382EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970